DEMOS AU

TRUSTED INSIGHTS

Queensland State and Federal Voting Intention July 04-09 2025

METHODOLOGY STATEMENT

Publication date: 10 July 2025

Methodology Statement

Research company	DemosAU
Client commissioning the research	Self-Initiated
End client	Self-Initiated
Fieldwork dates	04-09 July 2025
Mode of data collection	Internet panels
Target population	Queensland adults 18+ registered to vote
Sample size	1,027
Is voting intention published?	In this report
Effective sample size after weighting applied	725
Margin of error associated with effective sample size	+/-3.6%
Variables used in weighting	Age x gender, education, personal income, residential tenure, region, 2025 federal election vote
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	Set out in document. Answers in random order except Don't Know 9at end) or neutral (middle) kept constant.
Source of sample	Online Panels (100%)
Positioning of voting intention questions in questionnaire?	Voting intention was the first of the substantive questions following demographic questions
How were undecided voters handled?	Respondents who answered Don't Know in the VI question were excluded from the final totals.
2PP calculation method	State VI: State-wide preference flows from 2024 Queensland Election Federal VI: Queensland preference flows from 2025 Federal Election

STATE VOTING INTENTION

Primary Vote %

	Primary Vote	Swing from 2024 election
LNP	40%	-1.5%
Labor	28%	-4.6%
Greens	13%	3.1%
One Nation	12%	4.0%
Others	7%	-1.0%

6% Undecided excluded

Two Party Preferred %

	TPP %	Change from Election %
LNP TPP	55%	1.2%
Labor TPP	45%	-1.2%

State Voting Intention Question

Q. If a State Election for Queensland was held today, which one of the following would you vote for?

Labor (with Steven Miles as Leader)
Liberal National Coalition (with David Crisafulli as Leader)
The Greens
Pauline Hanson's One Nation
Any Other Candidate
Don't Know

(if Don't Know chosen above)
Q. Being undecided, if a State Election for Queensland was held today, which one of the following would you have a slight leaning towards?

Answers as per initial voting intention question.

FEDERAL VOTING INTENTION

Primary Vote %

	Primary Vote	Swing from 2024 election
Labor	35%	4.0%
LNP	31%	-3.9%
Greens	12%	0.2%
One Nation	13%	5.2%
Others	9%	-5.5%

10% Undecided excluded

Two Party Preferred %

	TPP %	Change from Election %
Labor TPP	53%	3.6%
LNP TPP	47%	-3.6%

Federal Voting Intention Question

Q. If a Federal Election was held today, which one of the following would you vote for?

Labor (with Anthony Albanese as Leader)
Liberal National Party (with Sussan Ley as Leader)
The Greens
Pauline Hanson's One Nation
Any Other Candidate
Don't Know

ATTITUDES TOWARDS QLD BUDGET

Q. Thinking of the State Budget handed down recently by the Queensland Treasurer, David Janetzki. Overall, do you believe the budget will be good or bad for the Queensland economy?

Response	%
Good	24%
Neither / Unsure	57%
Bad	19%

Q. How do you think the State Budget will affect you in the next twelve months. Do you believe you personally will be better or worse off?

Response	%
Better off	11%
No change / unsure	59%
Worse off	30%

Q. Do you believe the Labor Party would have delivered a better budget for Queensland?

Response	%
Yes	26%
No	43%
Don't Know	31%

STATE VI DEMOGRAPHIC BREAKDOWNS

Undecided excluded from party totals

Total + Gender

	LNP	ALP	Grn	ONP	Oth	*Undec*	LNP TPP
Queensland	40%	28%	13%	12%	7%	*6%*	55%
Males	44%	26%	12%	11%	7%	*4%*	58%
Females	35%	31%	14%	12%	8%	*8%*	52%

By Age

	LNP	ALP	Grn	ONP	Oth	*Undec*	LNP TPP
18-34	22%	31%	29%	11%	7%	*7%*	40%
35-54	37%	31%	11%	13%	8%	*5%*	53%
55+	53%	25%	5%	11%	6%	*6%*	65%

By Education

	LNP	ALP	Grn	ONP	Oth	*Undec*	LNP TPP
School	41%	25%	13%	11%	10%	*9%*	57%
TAFE	35%	31%	10%	16%	8%	*5%*	53%
Uni	45%	30%	15%	7%	3%	*1%*	55%

By Residential Tenure

	LNP	ALP	Grn	ONP	Oth	*Undec*	LNP TPP
Rented	27%	28%	24%	11%	10%	*9%*	46%
Mortgage	42%	30%	9%	13%	6%	*5%*	57%
Owned	50%	27%	6%	11%	6%	*3%*	63%

FEDERAL VI DEMOGRAPHIC BREAKDOWNS

Undecided excluded from party totals

Total + Gender

	ALP	LNP	Grn	ONP	Oth	*Undec*	ALP TPP
Queensland	35%	31%	12%	13%	9%	*10%*	53%
Males	35%	29%	11%	15%	10%	*9%*	53%
Females	35%	32%	13%	11%	9%	*11%*	53%

By Age

	ALP	LNP	Grn	ONP	Oth	*Undec*	ALP TPP
18-34	37%	17%	29%	9%	8%	*10%*	68%
35-54	36%	29%	9%	16%	10%	*10%*	52%
55+	33%	41%	4%	13%	9%	*11%*	44%

By Education

	ALP	LNP	Grn	ONP	Oth	*Undec*	ALP TPP
School	36%	29%	11%	13%	11%	*13%*	54%
TAFE	34%	28%	11%	17%	10%	*9%*	52%
Uni	35%	37%	15%	8%	5%	*7%*	52%

By Residential Tenure

	ALP	LNP	Grn	ONP	Oth	*Undec*	ALP TPP
Rented	35%	21%	20%	13%	11%	*12%*	60%
Mortgage	38%	34%	9%	11%	8%	*9%*	52%
Owned	33%	37%	7%	14%	9%	*10%*	46%

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